

CONTAINS THREE TIMES MORE HENDERSON COUNTY NEWS THAN ANY OTHER PAPER

Western Carolina Democrat

and French Broad Hustler

VOL XX1, NO. 46

HENDERSONVILLE, N. C. THURSDAY, NOVEMBER 26, 1914

\$1.50 PER YEAR, IN ADVANCE

WHAT IT TAKES TO ESTABLISH HENDERSON FARM LIFE SCHOOL.

Why it Would be Profitable Institution Paying 16 Per Cent on Investment; Working Plans.

Prof. W. H. Cale on request has furnished the Democrat a thoughtful contribution on the proposed farm life school for Henderson county.

Professor Cale has given considerable study to this question and has advocated a school of this kind for Henderson county, therefore his article covers the ground thoroughly and since this will soon become a live issue with the voters, it is an opportune time for them to give the subject careful consideration.

Professor Cale's article follows: On the 3rd day of March, 1911, the General Assembly of North Carolina ratified an act establishing in each county a school for the training and preparation of the boys and girls of the county for farm-life and home-making.

The aim of the Farm-life School is to prepare boys for agricultural pursuits and farm-life, and to prepare girls for home-making and house-keeping on the farm. The course of study is subject to the approbation of the State Superintendent of Public Instruction and an advisory board on Farm-life Schools, and shall include practical work on the farm by the boys and practical work in all subjects relating to housekeeping and home-making by the girls.

The school shall be located in the township or townships offering the largest financial inducement, for maintenance and equipment, provided, however, that it shall not be located within a town of more than one thousand inhabitants, nor within two miles of a town of more than five thousand inhabitants.

For the maintenance of the Farm-life school, the county, township or district or all combined, in which it is located, shall provide annually by taxation or otherwise, not less than \$2,500; and shall provide by bond issue, the following equipment: A school building suited to the requirements of the subjects to be taught, a dormitory with accommodations for twenty-five boys and twenty-five girls; a barn and dairy with equipment; and twenty-five acres of land suited to agriculture. There will be maintained in connection with the Farm-life school a regular State High School of four grades, for which the county contributes \$500 and the State \$500.

Upon the written request of the county board of education of any county, the board of county commissioners may call an election in the county according to the laws governing elections in the county, provided, however, a new registration shall be ordered for that election, the regular legal notice being required. Those favoring the levying and collection of such tax for said purpose shall vote a ballot which shall be written or printed the words "For County Farm-life School"; and those opposed shall vote a ballot on which shall be written or printed the words "Against County Farm-life School."

If those favoring the act are in a majority the bonds shall be issued and sold, and the school built and equipped. If it is lost in the county election, by the written petition of the voters of a township an election may be called for that township, the same as in the county election, and if a majority of the votes is for the Farm-life school, that township may sell bonds, build and equip the school and receive the benefits of the same as if had been done by the entire county, the township so providing such shall have the privilege of collecting tuition charges from pupils residing without the township.

The amount offered as an inducement to locate the school in any township, as stated in the third paragraph, shall be deducted from the amount to be provided from the county, so that the total amount expended for buildings and equipment shall not be more than \$25,000.

When these provisions shall have been complied with, the State treasurer shall issue his warrant for \$2,500 to the county treasurer who shall be the treasurer of the Farm-life school without charges for his services, to be used for the maintenance of the school. This amount added to the \$2,500 provided by special tax and \$1,000 to be had from the county and State for the maintenance of the State High school gives a total of \$6,000 annually for the maintenance of the Farm-life school.

For this \$6,000 not more than \$36,000 will have to be provided, which is a clear income of 16-23 per cent on the investment, to say nothing of the benefits to be derived from the school as such.

At the present valuation of property in Henderson county, this amount could be added to our school fund annually without making our school tax more than 80 per cent of the amount that McDowell county is now paying. Another fact of importance is, that we are worth \$166 per capita more than McDowell county, pay 50 per cent the amount of school tax on the \$1,000 that she does and stand ten counties below her in the scale of illiterates above ten years old. There are thirty-four counties in the state with fewer illiterate white children per hundred than we.

MRS. L. E. FREEMAN DEAD.

Body was Found in Fire in Her Room Sunday, Cause of Death Unknown

Mrs. L. E. Freeman died at her home in Hendersonville Sunday morning under unusual circumstances in that her body was found badly burned in the fireplace of her room. It is not known whether Mrs. Freeman died suddenly and fell from her chair into the fire or fainted and pitched headlong, but in either case her misery was short since she made no outcry and had been in the room to herself only a few minutes.

Mrs. Freeman had eaten breakfast and returned to her room, complaining from the loss of sleep occasioned by rheumatism. Smoke was soon seen issuing from the door of her room and her nephew, Leonard Hesterly, rushed in and found the chair in which she had been sitting ablaze and the room filled with smoke. Not knowing that Mrs. Freeman was in the room Mr. Hesterly rushed for water to extinguish the flames and on returning discovered the body of his aunt in the fire and her clothing mostly burned from her. The body was badly disfigured.

Interment was made in Oakdale cemetery Monday afternoon with Rev. K. W. Cawthon conducting the funeral services at the home of the deceased.

Mrs. Freeman, who was nearly seventy-two years old, and her sister, Mrs. Nannie E. Hesterly, with the latter's two sons, Louis and Leonard, have been conducting the Summer Home for a number of years, having come here from Asheville, where for fourteen years they conducted the Eagle and Windsor hotels. She was the widow of Dr. Robert E. Freeman of Henderson county and is survived by two brothers, A. L. Maxwell of Welford, S. C., and Bynum Maxwell of Monticello, Ark.; three sisters, Mrs. S. A. Israel and Mrs. Hesterly of this city and Mrs. Hannah Enloe of Iman, S. C.; following step-children, Mrs. Herbert W. Frye and Miss Isabelle Freeman of Atlanta and Winslow Freeman of Fairview. Mrs. Freeman reared Frank L. Condor, a nephew, now clerk for the city of Asheville.

Mrs. Freeman had many relatives and acquaintances in the county, her native home, and during her stay in Hendersonville made many friends who regret her untimely death. She has always been much devoted to home and gave the greater portion of her attention to the cuisine. She was unusually industrious and energetic and until the past few weeks has been very active for a person of her age. Her many good qualities were highly esteemed by those who had occasion to know her.

Nearly all the closest relatives of the deceased were at the funeral together with a large number of the friends of the family of the deceased.

The pallbearers were: McD. Ray, S. Y. Bryson, G. M. Glazener, Zeb Byers, W. F. Edwards and B. P. Burckmyer.

AN APPRECIATION.

Western Carolina Democrat, Hendersonville, N. C. Gentlemen:

I am writing to express our appreciation of the lively interest you are taking in health matters in Hendersonville. This is certainly a splendid move, and I hope you get some action through the town authorities before the tourist season opens up next year. We shall be very much interested in everything that is done in Hendersonville along this line.

Very respectfully yours,
WARREN H. BOOKER,
Chief of Bureau,
State Board of Health.

ty-four counties in the state with fewer illiterate white children per hundred than we.

If this county is to continue to prosper it must improve its methods of agriculture, dairying and fruit growing. Before any community can grow rich it must become able to produce more than it consumes. This county buys hay, corn, flour and pork every year, and this bill added to the many other smaller ones, will never be met by growing few cabbage and a few apples for the outside markets. This county produces more per acre than Buncombe while the latter has better markets and they claim better soils, but how long will this be the case when Buncombe has one hundred and fifty-five boys in the corn club while Henderson has only twenty-five.

The only method of making any resources valuable is to make it available, and the only way to make the resources of Henderson county available is to train its citizens to produce more with less expense and drudgery. The County Farm-life School offers the greatest amount of training for the least amount of expense that has yet been found. We are not too much burdened to have it, but the rather, we have too much burden not to have it.

GREATER HENDERSONVILLE CLUB TO REJUVENATE DECEMBER 4.

Planning to Interest Lodges of City in Civic Club; New Financial Basis to be Given It.

The Greater Hendersonville club will rejuvenate on Friday night, December 4, at the court house.

This meeting has been called for the purpose of reinvigorating the club, which has been inactive for several months.

On this night there will be no meetings of the lodges in the city and since a movement is on foot to interest these organizations in the Greater Hendersonville club it is hoped to have representative men from all of them.

Efforts are being made to have the matter presented to the lodges in a way to show to them the importance of becoming working members of the Greater Hendersonville club, and a plan is being worked out whereby the membership in these organizations be somewhat mutual and unburdensome.

The benefits of the Greater Hendersonville club are well known to those who have been sufficiently interested in its workings to keep up with this commercial organization, hence they need not be repeated here since the Democrat has enumerated them from time to time, but the call of the rejuvenation meeting will come as welcomed news to a large number of Hendersonville people who are interested in the future of this city.

The people are urged to keep the date in mind and make arrangements to attend this meeting which, it is hoped will prove to be the beginning of life anew and place the club on a more substantial basis.

HELPFUL TALKS TO BOTH ADVERTISER AND BUYER.

Advertisers are Advised to use Cut Illustrations and Thereby Attract Larger Attention to Ads.

The wise advertiser does not rely on cold type alone to tell about his product when he can use a picture to show his product and let it speak for itself. The mind acts by forming mental images of the things it deals with. By education man has learned to spell out in type the name of a thing and to use that symbol to create an image in the mind of another. But a word never did and never will create as active or accurate an image as the thing itself or a picture of it. In fact, one use 500 words to describe an article in print and not describe it as well as a camera and half-time working together would do it. The folly of relying wholly on words to tell about merchandise, and about, and still about it, but never fully being able to show it, must be apparent to any reflecting business man who has the option of illustrating in good pictures. This applies just as well, of course, to the value of illustrating catalogues and booklets as periodicals advertisements.

But there is another consideration which would make the good illustration of an advertised article of first importance. Pictures draw attention. They are so instantaneously seen and understood by everybody—even without conscious effort at thinking—that they constitute the universal language of advertising and those who only thumb over advertising pages and catalogues get their meaning without intending to. Since attracting attention is the first problem in advertising—and it is all important to attract the right sort of attention and in the right way, for the wrong sort of attention is detrimental—nothing can be better than an honest picture of the goods offered. The advertiser who shows the picture of something from his line in his advertisement will therefore get very much more notice and hence enjoy wider publicity than he who uses type only to draw custom.

When you reflect that it means a very much greater percentage of persons who see and read ads carrying pictures, the argument to use them is perfect. But when you understand further that the picture helps the buyer who is actually scanning the publication in search of a line, to find it, and that it enables him to connect up with your offering with the minimum of work and delay, it would seem to be worth adopting as rigid law in advertising that products are to be shown in picture whenever possible.

Be wise and illustrate the space you

When strangers come to town use them well. Don't call your best citizens frauds and imposters. Support the local institutions that benefit the town. Look ahead of self when all the town is to be considered. Help your public officers do the most good for the most people. Don't forget you live off of the people here, and you should help others as they help you. Don't advertise in the local paper "to help the editor," but advertise in it to help yourself.

AT THE METHODIST CHURCH.

Rev. C. A. Wood, presiding elder of the Asheville district, will fill the pulpit of the Hendersonville Methodist church, in the absence of the pastor, Rev. W. F. Womble.

pay for. If you sent a salesman out who couldn't carry samples, you would at least let him show pictures of your line. Don't expect greater miracles from printer's ink than you would from a living salesman.—The Novelty News.

SEE EDITORIAL ON "EARLY XMAS SHOPPING."

THANKSGIVING PROCLAMATION

Gov. Craig Says Our Nation Blessed Above All Others.

Raleigh, N. C., Nov. 12.—Declaring that the United States has been blessed above all nations, and calling on the people of North Carolina to give thanks this year more fervently than ever before, Governor Locke Craig has issued a proclamation, setting aside Thursday, November 26, as Thanksgiving Day. In his proclamation, Governor Craig calls attention to the suffering of the people in the European countries, contrasting it with the prosperity and peace enjoyed by the people of the state to assemble in their houses of worship on Thanksgiving Day, to give proper thanks to God for the many blessings conferred on this land.

The Proclamation.

The governor's proclamation follows: "Above all the nations we have been blessed. Throughout the wide domain of our country peace presides—in harvest fields and in teeming cities. Industry protected and encouraged by laws is triumphant, and plenty has been decreed as the reward of labor.

"The destiny of the republic is unfolding in grander revelation, and better opportunities are opening to all her citizens in this day of altruistic awakening. For us God has ordained order, and will ordain righteousness, that from material progress there shall come moral progress and a higher social development.

"America is more than ever the refuge for the oppressed. She offers to the worthy, stricken people of Europe homes protected from the ravages of war, where life, liberty and the pursuit of happiness are guaranteed to all.

"In the countries across the Atlantic, the destruction, and suffering, and sorrow of war are supreme. In Europe, Asia and Africa fire and sword constitute the rule, and death and desolation reign in the sets of the fairest civilizations. As of old, in Rachel weeps for her children, and can not be comforted.

"Now, therefore, I, Locke Craig, governor of the state of North Carolina, in obedience to the custom established by our fathers, and in accordance with the proclamation of the president of the United States, do proclaim:

"Thursday, the twenty-sixth day of November, a day of Thanksgiving and dedication.

"I call upon all people to observe this day, to assemble in their usual places of worship, and in reverence to give thanks to the Almighty for the blessings vouchsafed to us, and to pray that the power of faith and righteousness may be quickened in this land, and that in all lands the reign of the Prince of Peace shall be restored.

"I call the people to the realization of their obligation as a state and as a nation, to purify our principles, ennoble our national ambitions, to make this people great and strong, not for aggression and conquest, but for the peace of the world, giving to us the glorious prerogative of leading all nations to juster laws, to more humane policies, to sincere friendship, to rational constituted civil liberty, and to universal Christian brotherhood, to exemplify the strength and beneficence of a government based upon moral power rather than military force, and to send this message of God to the uttermost parts of the earth for the redemption of men."

METHODS PRESCRIBED FOR BOOSTING THIS FINE CITY.

Praise it. Improve it. Talk about it. Trade at home. Be public spirited. Take a home pride in it. Remember it is your home. Tell of its natural advantages. Trade and induce others to trade here. When strangers come to town use them well. Don't call your best citizens frauds and imposters. Support the local institutions that benefit the town. Look ahead of self when all the town is to be considered. Help your public officers do the most good for the most people. Don't forget you live off of the people here, and you should help others as they help you. Don't advertise in the local paper "to help the editor," but advertise in it to help yourself.

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NEEDS OF RURAL LIFE AND WHAT GOVERNMENT IS DOING.

Farmers Need to Apply What Experts Have to Give; Development of People and Farms Necessary.

Following are three extracts from the address of the Secretary of Agriculture recently delivered before the National Dairy Show association at Chicago with reference to the needs of rural life:

It is a truism that the advancement of farming and the betterment of rural life lie at the very root of our prosperity and strength as a Nation. Today, all the people, urban and rural alike, are keenly interested in the supply of the necessities of life, and recognize the supreme importance of making agriculture efficient and profitable and rural life comfortable, healthy, pleasurable, and attractive. More attention and more intelligent thinking have been directed to the study of the fundamental problems in rural economics in the last few years than in any preceding decade, and it may be safely asserted that in the last two years more significant legislative measures have been enacted or pushed farther to the stage of completion than in any similar period in the history of the nation. It is vastly significant that attention is no longer exclusively directed merely to the primary problems of production. The center of interest, as a matter of fact, has needed to shift, and the rural life problem has begun to be conceived, as it should be—as a very broad and complex one.

Up to the last two or three years, unquestionably attention was directed too exclusively merely to the production side of rural life. The slogan was "make two bales of grass grow where only one grew before" and individualism characterized thinking and acting. Obviously, there is more to rural life than the mere increase of crops and animals, important as this is; more even than the increase in production and the finding of markets; more than a matter of profits and even of justice in distribution; and to limit the attack on the rural life problem merely to these phases of it is inadequate and wasteful. It is necessary to look at this side of our national economy in its larger aspects as well, and while not neglecting the older forms of activity to do all in our power to organize rural life, to develop the moral, the intellectual, and the broader economic, governmental, and social interest. For, in the rural district, no less than in the urban district, it is life and that more abundantly which we are interested in and to which all the material things must minister, and certainly the time has come to bring it about that all the fruits of modern civilization shall not accrue to the towns and cities. The neglect of rural life by the nation has not been conscious or willful. We have been so bent on building up great industrial centers, in rivalling nations of the world not so fortunately circumstanced agriculturally, in manufacturing, fostering it by every natural and artificial device we could think of—so busy trying to make each city larger by a half-million or more people for the next census, that we have overlooked the very foundations of our industrial existence. It has been assumed that we have had a natural monopoly in agriculture, that it could take care of itself, and for the most part we have cheerfully left it to do so; and, too, recklessness and waste have been incident to our breathless conquest of a continent. And so, as the President recently said: "It has, singularly enough, come to pass that we have allowed the industry of our farms to lag behind the other activities of the country in its development."

Our thoughts may ordinarily be concentrated upon the cities and the hives of industry, upon the cries of the crowded market place and the clangor of the factory, but it is from the quiet interspaces of the open valleys and the free hill-sides that we draw the sources of life and of prosperity, from the farm and the ranch, from the forest and mine. Without these every street would be silent, every office deserted, every factory falling to despair.

With all our efforts, which we witness an increasing diversification of agriculture and both a relative and absolute increase in many of our important lines of production, such as wheat, forage crops, fruits, dairy products, and poultry, we still note not only a relative but also an absolute decrease in a number of our important staple food products such as corn and meats. In the former, in the last 15 years, there has been no substantial advance. In cattle, sheep, and hogs, there has been an absolute decline—in cattle from the census year 1899-1909 of from 50,000,000 head to 41,000,000; in sheep of from 61,000,000 to 52,000,000; of hogs from 63,000,000 to 58,000,000, while population has increased 16,000,000. Remember that this situation appears not in a crowded country but in one which is still in a measure being pioneered; in one in which, with 935,000,000 acres of able land, not over 400,000,000 or 45 per cent is under civilization; in one in which the population per square mile does not exceed 21 and ranges from 7 of one per cent in Nevada to 508 in

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PROF. I. W. HILL ACCEPTS INVITATION TO CORN SHOW.

"Accepts Invitation With Pleasure" and Will be Here for the Big Show on December 18.

The response to the invitation of the Democrat from Prof. I. W. Hill to attend the Henderson County Corn and Potato show on December 18 is self-explanatory:

Washington, D. C., Nov. 18, 1914.

Gentlemen:

"Your letter of November 16th has just been received. "I note your kind invitation to be with you at your corn show in Hendersonville on December 18th. I accept your invitation with pleasure and trust that I may be of some help in the way of service to you and your people on that occasion.

"Should anything come between me and this visit I shall notify you.

"Yours very truly,

"I. W. HILL,

"Assistant in Demonstration Club Work, United States Department of Agriculture."

Mr. Perkins is highly elated over the prospects of a fine showing for the county since many farmers have promised to bring exhibits.

Exhibitors are urged to have their exhibits at the court house early in the morning in order that the detailed work of entering them may be done before the meeting is called to order. Entries will be made as late as 11 o'clock but it is hoped that all farmers can have their entry tags made out before this time.

It is planned to make the day one of great value to corn and potato growers, hence they are urged to attend in large numbers and take advantage of the scientific information to be had.

The Prizes.

Prizes will be offered as follows:

First, second and third prizes for best ten ears of single ear corn.

First, second and third prizes for best ten ears of prolific corn.

First, second and third prizes for best ten ears of yellow corn.

First, second and third prizes for best ten ears of corn grown by member of boys corn club.

First, second and third prizes for greatest yield to acre of corn grown by members of boys corn club.

Prize for best peck of sweet potatoes, any variety.

Prize for best peck of Irish potatoes, any variety.

The sizes of the prizes will be given later, but the full amount subscribed above will be appropriated to this work.

Demonstrator E. L. Perkins and a representative of the Democrat canvassed the city and following is the list of contributors who have made the corn show possible. The amounts opposite their names have been subscribed in cash or merchandise.

Western Carolina Democrat	\$10.00
Farmers Hardware & Supply Co	5.00
Iyers Brothers	2.50
M. M. Shepherd	4.50
F. B. Gibbs & Son	1.00
M. C. Dotson & Co.	1.00
Justus Pharmacy	2.50
Home Book & Supply Co.	1.00
A. Covington	3.00
Burkmyer Bros.	1.00
First Bank & Trust Co.	5.00
Citizens Bank	2.00
J. O. Williams	3.00
W. H. Hawkins & Son	4.00
John Glenn	1.00
F. V. Hunter	1.00
W. M. Gull	1.00
J. O. Houston & Son	1.00
A. Pullin	1.00
S. Maxwell & Co.	1.00
Faker's Art Gallery	2.00
F. H. Kincaid	1.00
Bigby Morrow Co.	2.00
King's Feed Store	1.00
Gallamore Drug Co.	2.50
H. M. Flynn	1.00
Shipman Brothers	1.00
H. Patterson	5.00
Peoples National Bank	2.00
Total	\$67.00

WHY I BUY AT HOME.

Because my interests are here.

Because the community that is good enough for me to live in is good enough for me to buy in.

Because I believe in transacting business with my friends.

Because I want to see the goods.

Because I want to get what I buy when I pay for it.

Because every dollar I spend at home stays at home and works for the welfare of Hendersonville.

Because the man I buy from stands back of the goods.

Because I sell what I produce here at home.

Because the man I buy from helps support my school, my lodge, my home.

Because, when ill-luck, misfortune, or bereavement comes, the man I buy from is here with his kindly greetings, his word of cheer, and his pocketbook if need be.

Because I get my living in this State. Don't you? Here I live and here I buy. I buy at home. Do you?

Do it now—that is, shop early for Christmas.

(Continued on Last Page.)